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JAN 20 1944



FLORAL GEMS FROM CHINA

If you have fastidious tastes for floral loveliness . . . If you wish for new joys and enchantment . . . winter flowering Camellias represent an investment in thrills for a lifetime . . . treasured floral possessions to be admired not for a day, not for a year, but for generations.

Their ease of culture in a "COOL" greenhouse, glassed-in porch, or as garden plants in mild wintered sections, makes them a cherished possession.

Pot grown Camellias have been the pride of the mandarins gardens for hundreds of years. They reflect the exotic atmosphere of China for many centuries.

Like a rare Antique . . . you can see their supreme beauty while in bloom . . . a thrill of ownership mere words fail to express.

Brief descriptions of pot grown Camellias available now, can be found on the following pages.

Remember too, only pot grown Camellias produce perfect flowers after shipment, because you get all the earth with the roots undisturbed.

Pot grown Camellias can be shipped with safety to any part of the United States at low transportation cost.

Full descriptions of these Camellias, with many illustrations of individual flowers, and much historical information will be found in our catalogue No. 79. A limited number available at 10c each, postpaid.

CLARKSVILLE, TENN. February 23, 1943. My Lot 41 Camellia from Longview is blooming and it is simply gorgeous. Mrs. W. G. L.

PLEASANTVILLE, N. Y. January 23, 1943. Your fine Camellias are beginning to bloom and have definitely made me a Camellian Convert. Your square deal policy has won me over for keeps. D. E. C.

COLUMBIA, S. C. March 17, 1942. I take infinite pride and pleasure in my Lonview Camellias. Mrs. A. Y. B.

AKRON, OHIO. March 3, 1943. My Longview Camellia has been in bloom for two months and is a delightful specimen. W. H. K.

SENECA, S. C. March 22, 1943. Please allow me to thank you for the great happiness your lovely Camellias brought me and others. Your plants surpass all I have ever seen. Miss L. C.

MT. TOM, MASS. Dec. 27, 1942. Thanks for sending such a beautiful Camellia plant. Am more than pleased. It certainly made my home look more cheerful for Christmas with the flowers opened. I have seen other Camellia plants but never saw one as clean as the one shipped me. A. P.

PORTLAND, ORE. Dec. 2, 1939. Your Camellias arrived in wonderful condition. We were astonished at the size of the buds on these plants. They are most beautiful, and far more than I expected for so little money. R. W. T.

OHIO, November 23, 1942. Your Camellias are the joy of my heart, the envy of my friends. M. T.

BELLINGHAM, WASH. March 24, 1943. All of my LONGVIEW Camellias are the pride of my garden and the envy of my friends. M. R. C.

GLENCOE, ILL. July 7, 1941. I sent one of your Camellias to my sister in Beverly Hill, California. She informs me the flowers created quite a sensation. J. L. S.

BAKERSFIELD, CALIF. March 1, 1942. I enjoy my Camellias so much. They give so much pleasure to others to whom I send blooms. Mrs. A. M.

ORANGE, TEXAS. February 4, 1943. My Camellia is in full bloom and is admired by every one that passes my home. Mrs. T. O. L.

ELLCOTTVILLE, N. Y. June 10, 1943. The Camellias purchased from you have been so successful and are growing so luxuriantly, I wish to add more to my collection. The blooms were sensational. Mrs. W. O. N.

QUITMAN, GA. February 19, 1943. I have been so happy the past six weeks. My Camellias have bloomed gorgeously. It's ridiculous to think they could give anyone so much pleasure during these troubled times. B. W. P.

"LONGVIEW"ROBT. O. RUBEL, JR., Prop., *Camellia Specialist***CRICHTON, ALA.**

PRICE LIST 79-D

Fall 1943

For pictures and further descriptions of camellias offered in this price-list,
see illustrated catalogue No. 79 entitled

FLORAL GEMS



FROM CHINA

SPECIAL NOTICE-- The prices named in this list cancel all previous lists and are subject to change without notice.

CAMELLIAS MARKED WITH A ★

The star before a Lot Number, represents varieties easiest to grow and flower under unfavorable cultural conditions. They should do well in a cool sun porch, small conservatory where temperature and humidity can not be easily controled. These plants will tolerate colder winter temperatures and more likely to bloom freely in northern latitude gardens than other varieties.

LOT 6, ALBA PLENA, full double white.

"Except for the orchid, no other flower is so utterly artificial as an ALBA PLENA blossom. You have only to look at these waxen, glassy blossoms to know, or rather to imagine, that they are fabricated by man and not a product of nature."

ALBA ELENA flowers reach an ultimate of 4½ inches in diameter, under greenhouse culture, blooming as early as September, and continuing to April, on large, old plants, if one can manage to keep the plants "COOL" during winter months, Imported from China to England, 1792.

36-42" high, 9" pot, 8 Yr. old, branched and few buds	\$15.00
42-48" high, 9" pot, 8 Yr. old, branched and few buds	16.00
30-36" high, 10" pot, 11 Yr. old, well branched, few buds	16.00



LOT 41, CANDIDESSIMA, full double white

Illustrated and fully described, page 5, Catalogue No. 79.

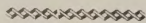
We offer the free blooming strain, imported from China, to England in 1816.

Flowers 3 to 4 inches in diameter; often mistaken for LADY HUME BLUSH camellia, which it resembles in form and size.

A magnificent white camellia, which should be in every collection.

30-36" high, 7 & 8" pots, 8 Yr. old, well branched and budded	\$ 6.00
36-42" high, 8 & 9" pots, 9 Yr. old, well branched and budded	8.00
42-48" high, 9 & 10" pots, 10 Yr. old, well branched and budded	10.00

★

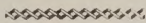


LOT 72, NOBBLISSIMA, double peony white.

Illustrated and fully described page 5, Catalogue No. 79.

Flower 2½ to 3½ inch diameter, blooms freely, November through February. Known in commerce since 1835. A popular white camellia, free from geometrical stiffness in form.

30-36" high, " pot, 11 Yr. old, branched and budded	\$ 5.00
36-42" high, 9" pot, 11 Yr. old, well branched and budded	6.00
42-48" high, 9" pot, 11 Yr. old, well branched and budded	7.00
48-54" high, 9" pot, 11 Yr. old, well branched and budded	8.00



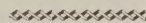
LOT 28, PINK PERFECTION.

Illustrated and described, page 7, Catalogue No. 79.

For daintiness of color, perfection of form, the height of loveliness is reflected in the glorious wax-like flowers of this camellia.

Blossoms 2½ to 3½ inch across, blooms freely from October to March. No collection of camellias is complete, without at least one plant of a PINK PERFECTION.

12-15" high, 5" pot, 4 Yr. old, slightly branched and budded	\$ 1.00
15-18" high, 6" pot, 4 Yr. old, branched and few buds	2.00
18-24" high, 7" pot, 6 Yr. old, branched and well budded	4.00
24-30" high, 7" pot, 6 Yr. old, well branched and budded	6.00



LOT 79, Double pink camellia, SOLD OUT

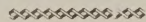
LOT 23,

Full double, Imbricated variegated. Name Unknown.

Illustrated and described, page 8, Catalogue No. 79.

The exotic beauty of this unknown variety of camellia, with its wax-like variegated flowers 3 to 3½ inches in diameter, will appeal to flower lovers who admire geometrical formality and brilliancy in pink and white color variegations. Blooms freely from January to March.

18-24" high, 6" pot, 7 Yr. old, well branched and budded	\$ 3.00
24-30" high, 8" pot, 8 Yr. old, well branched, well budded	5.00
30-36" high, 9" pot, 10 Yr. old, well branched, well budded	8.00



LOT 1, SARAH FROST, full double red.

Illustrated and described, page 9, Catalogue No. 79.

SOLD OUT

Etna, California, January 7, 1943
I saw the plants you shipped my mother at Calistoga, Calif., and they stood the trip beautifully and are beautiful plants. Thanks for sending such nice plants so well packed.
Mrs. H. M. B.

Basking Ridge, N. J., February 14, 1943.
The express agent was very impressed with the way your Camellias were packed. He said they were as well packed as anything that had ever come in his station. I was equally impressed. Thanks for sending such fine plants with so many flower buds.
Mrs. D. C. S.

Lincoln, Mass., March 15, 1943.

The two Camellias arrived and have been a source of much pleasure to us and we are much pleased that they seem to thrive right in the house. We have no conservatory or greenhouse. They have both flowered profusely.
C. A. P.

Norfolk, Va., May 8, 1942.

In these days of great confusion, it is indeed a great satisfaction to know that business is still carried on with such sincerity as you have shown. The Camellias came in perfect shape. Enclosed check for additional order of Camellias.
H. E. M.

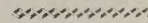
★ LOT, 16, ANEMONEFLORA RUBRA.

Double peony red.

Illustrated and described, page 9, Catalogue No. 79.

A free blooming Oriental red camellia, flowering from Christmas to March. Blossoms 3 to 3½ inches across. Tolerates wide winter fluctuation in temperature, opening buds in spite of sub-freezing weather.

36-42" high, 7" pot, 8 Yr. old, branched, few buds	\$ 4.00
42-48" high, 7" pot, 8 Yr. old, branched, few buds	5.00
36-42" high, 9" pot, 11 Yr. old, well branched and budded	7.00
42-48" high, 9" pot, 11 Yr. old, well branched and budded	8.00

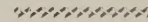


★ LOT 95,

Semi-double to double, brilliant red. Name Unknown.

Illustrated and described, page 10, Catalogue No. 79.

24-30" high, 10" pot, 12 Yr. old, well branched and budded	\$ 4.50
30-36" high, 10" pot, 12 Yr. old, specimen, well budded	5.00
36-42" high, 10" pot, 12 Yr. old, well branched and budded	6.00



★ BLOOD OF CHINA, (very rare) Brilliant salmon-red

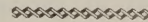
Illustrated and described fully in a special four page folder; copy sent on request. Also a page description in Catalogue No. 79.

Camellia BLOOD OF CHINA deserves the place of honor in your greenhouse or garden, because of its vibrant, magnificent beauty.

Like a Ruby, animated with reflected fire . . . the flowers of this rare camellia scintillates with brilliancy and regal beauty, which distinguished it as an extraordinary fine variety.

30-36" high, 5" pot, 5 Yr. old, slightly branched, no buds	\$10.00
36-42" high, 6" pot, 5 Yr. old, branched, no buds	12.50
42-48" high, 6" pot, 5 Yr. old, branched, no buds	15.00

Transportation charge prepaid to any point in United States for \$1.00 additional. We have a few heavily branched specimen BLOOD OF CHINA Camellias, in 30 to 48" height, 9 to 11 years old, in 9 and 10 inch pots. Priced on application.



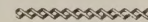
★ LOT 54, MARQUISE D'EXETER, Bright double pink

Illustrated and described, page 12, Catalogue No. 79.

Flowers 3½ to 4 inches diameter, of captivating beauty.

A full double, blooming from late November to March, color varying from soft satiny salmon-rose pink, to shades of medium salmon-rose, occasionally marked with traces of white. A fine florists' cut flower variety, opening its buds with freedom.

30-36" high, 5" pot, 6 Yr. old, slightly branched, no buds	\$ 3.50
36-42" high, 5" pot, 6 Yr. old, slightly branched, no buds	4.00



LOT 25, MATHOTIANA ALBA, double white.

Illustrated and described, page 13, Catalogue No. 79.

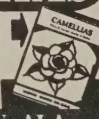
There is an unmistakable air of distinction about this white camellia. Blossoms full four inches across, luxuriant, large foliage, and old plants never fail to set an abundance of flower buds. Blooms naturally January to May.

24-30" high, 6" pot, 7 Yr. old, slightly branched, no buds	\$ 3.00
30-36" high, 6" pot, 7 Yr. old, slightly branched, few buds	3.50
30-36" high, 7" pot, 7 Yr. old, slightly branched, few buds	4.00
36-42" high, 7" pot, 7 Yr. old, slightly branched, few buds	4.50
42-48" high, 7" pot, 7 Yr. old, slightly branched, few buds	5.00

Rare and Fancy CAMELLIAS

FOR FULL DESCRIPTIONS AND ILLUSTRATIONS OF MANY OF THE CAMELLIAS OFFERED IN THIS PRICE-LIST, CONSULT OUR LARGE, BEAUTIFUL CATALOGUE, ENTITLED "FLORAL GEMS FROM CHINA", No. 79.

EXTRA COPY SENT PREPAID ON RECEIPT OF 10c STAMPS OR COIN.



"LONGVIEW" ROBT. O. RUBEL, Jr., Prop., Crichton, Ala. Camellia Specialist

San Diego, Calif., October 5, 1942.

Our previous Camellia order from you arrived in splendid shape, and the plants are all doing very well.
C. M. C.

Newton, N. C., February 25, 1942.

The Camellias received from you have all been especially high grade plants. Before I learned of your nursery, I bought plants from a reputable concern, which plants were much smaller and the dirt was much heavier, and there was no way of knowing anything about the buds. You have to be a purchaser of Longview to know the satisfaction one gets and knowing he will get what is advertised.
W. T. S.

Norfolk, Virginia, March 17, 1943.

I have quite a collection of "Longview" Camellias. They are growing out-of-doors without any protection and give a wealth of blooms each season.
H. L. M.

Norfolk, Virginia, March 31, 1943.

I have received so many compliments from my friends on my Camellias from Longview, that I have planted them in my greenhouse, where I can enjoy all their beauty next year. The Blood of China and Lot 22 have the most beautiful blooms I have ever seen, and I have approximately 100 plants of choice varieties.
J. E. H.



"LONGVIEW"

Robt. O. Rubel, Jr.,
America's Leading Camellia Specialist
Reference: Merchants National Bank, Mobile, Ala. And satisfied
customers from Europe to China.

CRICHTON, ALA.

★ LOT 117, WILLIAM PENN

deep blue-red with white blotches, peony form.

Illustrated and described, page 14, Catalogue No. 79.

A novelty among camellia flowers, 3½ to 4 inches diameter, with darkest blue-red and variegation or blotches of white.

Only a few plants left. These were grown in dense shade during summer of 1943 and failed to produce any flower buds, and have long, thin branches, with fine dark green foliage.

Several of the above plants have flower buds, and the first orders received will be filled with budded plants.

42-48" high, 7 & 8" pots, 11 Yr. old, thinly branched no buds	\$15.00
48-60" high, 7 & 8" pots, 11 Yr. old, thinly branched, few buds	17.50

LOT 66; C. M. HOVEY,

Bright crimson scarlet, full double.

Illustrated and described, page 15, Catalogue No. 79.

A Boston seedling origination of nearly a century ago, of outstanding merit. Full double (no stamens), very fine imbricated form, bright crimson scarlet; flowers 4 inches and larger. One of the few camellias receiving a GOLD MEDAL award from the Massachusetts Horticultural Society.

It is with regret we are unable to supply old, specimen plants full of buds this season. Camellia collectors and florists bought our entire stock of the large plants last season.

36-42" high, 7" pot 7 Yr. old, slightly branched, few buds	\$10.00
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CAMELLIA MILDRED SEYDELL,

Illustrated and described, page 17, Catalogue No. 79.

Original plant of this sparkling gem of floriculture, is growing in the famous Bellingrath garden near Mobile.

Full double, ranuncula form, 3½ inches in diameter, deep pink shading to rose color, occasionally marked with white.

Never fails to set plenty of flower buds each season.

No other nursery offers this variety. Each plant we sell is tagged with a special embossed copper label, attached with a flexible genuine Monelmetal stranded wire, which assures you of getting a true to name camellia, unobtainable elsewhere.

Limited stock available.

30-36" high, 9" pot, 10 Yr. old, well branched specimens, budded	15.00
36-42" high, 9" pot, 10 Yr. old, well branched specimens, budded	17.50

LOT 37, LADY HUME BLUSH

Illustrated and described, page 18, Catalogue No. 79.

This rare old variety, imported from China to England in 1806, still remains scarce in commerce, because of the difficulty of propagation.

As the name implies, it is a white, full double flower with a blush of pink tint of ethereal beauty. Blooms freely from November to March on old plants.

Only a dozen plants in 24-30" height available. Priced on application. A true connoisseur variety, high in price, but a real gem in beauty.

We also have a 7½ foot, well branched LADY HUME BLUSH camellia growing in a cypress box approximately 28 inches square. This plant now has about 400 or more flower buds.

Shipping weight about 800 pounds.

Offer subject to prior sale, F. O. B. Mobile, for \$300.00.

LOT 116,

Double white, penciled with pink, name Unknown

Illustrated and described, page 19, Catalogue No. 79.

A rare camellia of exquisite loveliness. Very full double, imbricated, flowers 3½ inches and larger in diameter. Blooms from Christmas to March. A variety of eye-intriguing beauty for conservatory culture, and for corsage use.

30-36" high, 6" pot, 7 Yr. old, slightly branched, no buds	\$ 3.00
36-42" high, 6" pot, 7 Yr. old, slightly branched, few buds	4.00
42-48" high, 6" pot, 8 Yr. old, slightly branched, few buds	5.00
36-42" high, 10" pot, 12 Yr. old, specimens, well budded	20.00

★ LOT 15, PROF. CHARLES SPRAGUE SARGENT Peony red.

Illustrated and described, page 21, Catalogue No. 79.

A bomb peony form flower, 3 to 3½ inches in diameter, with vigorous constitution, tolerating sub-freezing weather with little or no injury to the flower buds. Tolerant to wide temperature changes under greenhouse culture. Greatly admired where ever it is grown.

30-36" high, 9" pot, 8 Yr. old, well branched, few buds	\$ 7.00
36-42" high, 9" pot, 10 Yr. old, well branched, few buds	9.00
42-48" high, 12" pot, 12 Yr. old, well branched, and budded	10.00

INDIANOLA, IOWA. Jan. 23, 1942.
Am having great joy from Longview Camellias. All have bloomed well for first year in new location. Am fully convinced Camellias are ideal plants for cool sun room.
Mrs. S. E. S.

SEATTLE, WASH. May 8, 1941.

Received my Camellia today. When the crate arrived and I saw how carefully it had been packed I knew I wouldn't be disappointed and I wasn't. Such a lovely healthy plant, not even a leaf out of place. Thank you so much.
Mrs. F. R. S.

★ LOT 29, VARIEGATED, Name Unknown.

Illustrated and described, page 21, Catalogue No. 79.

A variable form with variegated flowers of dark red to deep rose pink, marked with white blotches. A worthwhile variety of exotic beauty; flowers of informal gracefulness, 3 to 3½ inches across. Blooms freely December to March in spite of wide temperature fluctuations.

30-36" high, 9" pot, 9 Yr. old, branched and budded	\$ 5.00
36-42" high, 9" pot, 9 Yr. old, branched and budded	7.00
42-48" high, 9" pot, 9 Yr. old, well branched and budded	9.00

LOT 24, PSEUDO MRS. ABBY WILDER.

Just a word about Lot 24, the so-called fictitious named MRS. ABBY WILDER. That is, peony form. As a greenhouse variety, the flowers develop perfectly. Outdoors, buds and flowers are usually badly bruised causing the petals to be damaged and turn brown, if there is the slightest breeze. As a garden variety, we don't think it worth space, except as a broadleaf evergreen. For this reason we have not propagated this variety since 1928, and do not think it is a Camellia likely to excite much admiration.

We do have a few plants of the true MRS. ABBY WILDER, and incidentally the parent plant was sold by Mr. Wilder more than 90 years ago for \$500.00. Our stock is not for sale.

60-72" high, 14" tub, 15 Yr. old, specimens, well budded	\$15.00
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LOT 40, Name Unknown.

A full double satiny silk tint pink, with petals arranged in imbricated geometrical formality. A choice variety of outstanding merit. Blooms mid-season to late, with flowers 3 to 3½ inches in diameter. Limited stock available. A collector's item, worth many times the price we get for this rare variety.

48-54" high, 10" pot, 11 Yr. old, well branched, and budded	\$25.00
52-60" high, 12" pot, 11 Yr. old, well branched, and budded	30.00

LOT 41, SHY BLOOMING STRAIN, CANDIDESSIMA.

There are two distinct strains of this variety, known in commerce. One is free blooming, as illustrated and described earlier in this catalogue. Halliday's PRACTICAL CAMELLIA CULTURE, published 1880, describes both strains, one of which is a shy-blooming variety. Among our no good, junk varieties, we have a few of these shy-blooming CANDIDESSIMA Camellias. The individual flowers of this variety, if and when it does set buds, are identical with those of the free blooming strain.

Naturally, we can't recommend you to buy this Camellia if you hope for floral inspiration. We happen to know of two nurseries in the South who are still selling the shy blooming strain of CANDIDESSIMA, so if you should buy this variety by name elsewhere, be sure to specify you want the free blooming strain, if you wish to avoid disappointment.

If you order, specify: "SHY BLOOMING STRAIN LOT 41."

Our embossed copper identification tag will not be put on any plants of this variety. Frankly, we don't think you would be justified in paying transportation charges on these camellias.

42-48" high, 9" pot, 13 Yr. old, well branched, no buds	\$ 3.00
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★ LOT 50, SNOW ON MOUNTAIN

This Camellia sasanqua, a Japanese species, has been illustrated in all of our previous catalogues.

Space does not permit showing a picture of the flower in this issue. It is a fragrant, pure white flower, 3 to 4 inches in diameter, with 40 to 170 petals and petaloids and golden anthered stamens.

Blooms freely October thru December. The dried foliage is distinctly aromatic and frequently is added to tea to increase the bouquet. In juvenile stage, the plants have a rampant, horizontal growth, but later develops to a compact specimen.

Washington, D. C., Nov. 24-1937.—The two Camellias arrived in top condition and one bloom on Lot 50 was still fragrant, affording me satisfaction and delight.—T.G.

24-30" high, 8" pot, 10 Yr. old, well branched, budded	\$ 4.00
30-36" high, 9" pot, 10 Yr. old, well branched, budded	5.00

The above plants were severely pruned back several years ago, and most of them are now as wide or have greater spread than their height.

★ LOT 51 Name Unknown

An anemone form red flower, with occasional blotch of white, similar in structure to CHANDLERII, as well as character of growth. Apparently a seedling from CHANDLERII, which it resembles. Horticultural variety name unknown, Flowers 3½ to 4 inches across, blooms freely, in January, February and March.

The description of this fine flower is entirely too brief.

It should have been illustrated in our catalogue, but our stock is limited and there was not space available to give you a picture with full description. We think it a worth while camellia of its color and form.

24-30" High, 8" pot, 10 Yr. old, well branched, budded	\$ 6.00
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Entrance to "Longview"

If you plan to visit LONGVIEW, look for the brown sandstone gateway on the right hand side of highway, when driving out the Moffatt road from Mobile.

This is our main entrance, with 700 foot private asphalt driveway leading to the modest home, where America's finest Camellias are grown. A welcome is extended to out-of-state Camellia addicts.

No Business Transacted on Sundays.



★ LOT 55, HARLEQUIN

Numerous nursery catalogues offer a Camellia under the name of HARLEQUIN, briefly described as: "A full double peony-formed flowers, variegated white and pink. Form and size of flowers resembling PROF. C. S. SARGENT."

We have grown the true HARLEQUIN as imported from France about 60 years ago, for the past 12 years. When we first read of HARLEQUIN being offered by a southern nurseryman as described above, we bought a few plants to see if he was selling true-to-name stock. When his plants flowered they proved to be identical with a variety he also catalogues as DUKE DE ORLEANS.

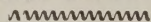
The name, HARLEQUIN as you know, means, "to fool". But naturally you don't want to be fooled when buying named Camellias.

For beauty and perfection, for rare delicacy in color and color combinations, the true HARLEQUIN, in all its six or seven distinct varieties of flowers, produced on a single plant, represents a glorious Camellia, of marvelous beauty.

The colors range from pure white, shell pink, and softly tinted variegated types of pink and white, with compactly formed blossoms of countless petals of both full peony and rose form flowers.

To own a genuine HARLEQUIN is like possessing seven different distinct varieties of Camellias. It is a glinting jewel of floriculture, blooming freely in January, to March, with 2½ to 3 inch distinctly smart flowers... a reborn aristocrat in the mode today, admired by the ultra smart and fastidious Camellia lovers.

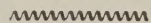
24-30" high, 8" pot 10 Yr. old, well branched, budded	\$ 20.00
42-48" high, 12" pot, 13 Yr. old specimens, well budded	25.00
48-54" high, 12" pot, 13 Yr. old, specimens, well budded	30.00
54-56" high, 12" pot, 13 Yr. old, specimens, well budded	35.00



LOT 58, Name Unknown

Perhaps we should not waste space in this catalogue offering a variety of Camellia we have not seen in flower. We bought the parent plant for an out of town customer from a southern garden without seeing the blooms. While the few plants we offer had buds last winter, the severe low temperature of 10 degrees above zero ruined the buds before they had a chance to open. For this reason, we have no idea whether this Camellia is even worth transportation charges. In character of growth, and a study of bud and petal structure it resembles CHANDLERII ELEGANS. We dare not commit ourselves further, and for this reason it is offered as a "cat in the bag", if you wish to take a chance on buying a Camellia of unknown value.

24-30" high, 7" pot, 8 Yr. old, branched and budded	\$ 2.50
24-30" high, 8" pot, 9 Yr. old, branched and budded	3.00
30-36" high, 9" pot, 10 Yr. old, branched and budded	3.50



LOT 67, Name Unknown

Considering the age, size and desirability of this formal type flower, which blooms freely January to March, these plants represent unusual values in Camellias.

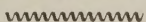
Only 22 plants available.

This Camellia is often mistaken and sold for the variety SARAH FROST which it resembles, in form and color.

The plants now available have been poorly grown in unfertilized soil. While healthy, they will produce nice specimens when repotted or transplanted into more congenial fertile soil. Don't misunderstand our criticism of the plants we offer. They will make nice specimens and produce a wealth of flowers, but it was wisely said by the ancient Chinese:

"If man cheats the earth, the earth will cheat the plant." For several years, we neglected fertilizing this variety. We cheated the earth, and the plants show the evidence of malnutrition.

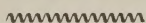
60-72" high, 9" pot, 14 Yr. old, branched and budded	\$10.00
30-36" high, 10" pot, 12 Yr. old, well branched, heavy budded	8.00
48-54" high, 10" pot, 14 Yr. old, well branched, heavy budded	10.00
54-60" high, 12" pot, 14 Yr. old, well branched, heavy budded	12.00



★ LOT 75, Name Unknown

Camellia sasangua, unknown name. Semi-double bright red with white variegations, blooming September to January. Makes colorful display for landscape use, has proved quite winter hardy. Flowers 3 inches in diameter, slightly fragrant, of easy culture for sunporch or cool conservatory.

30-36" high, 8" pot, 11 Yr. old, well branched and budded	\$ 7.00
36-42" high, 8" pot, 11 Yr. old, well branched and budded	8.00

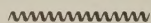


★ LOT 78, WARATAH.

Originally imported from China to the Royal Garden, Kew, England, 1806, described and illustrated in all of the early horticultural books on Camellias as the Anemone-flowered Camellia.

Dark red flowers 3 inches across, straggly in growth, mid-season to late blooming. Not a flower to excite much enthusiasm over, compared with varieties of better form and more brilliant color. Interesting historically because it is said to have furnished pollen for cross pollination with other varieties, from which many new fine seedlings developed.

24-30" high, 8" pot, 9 Yr. old, well branched, no buds	\$ 6.00
30-36" high, 8" pot, 9 Yr. old, well branched, no buds	7.00



★ LOT 87, SOPHIA (genuine).

The Camellia we offer as SOPHIA, is illustrated and described in Verschaffelt's While the flower resembles CHANDLERII ELEGANS in form, the size of SOPHIA is smaller. It is unlike some of the SOPHIA Camellias offered by other nurseries which they describe as: "very much like CHANDLERII ELEGANS, but form of flower is more cup-shaped and center petals are less in number and larger."

The true SOPHIA has many more petaloids in the center than CHANDLERII ELEGANS. Flowers 3 to 3½ inches across, composed of 10 guards petals, and usually 100 incurved petaloids in the form of a depressed sphere.

A variable colored Camellia, producing a wealth of many colored combinations, blooming from October to March.

24-30" high, 7" pot, 9 Yr. old, well branched and budded	\$ 7.00
30-36" high, 8" pot, 10 Yr. old, well branched and budded	8.00

Tacoma, Wash., April 27, 1939.

It hardly seems possible Camellias could be shipped, packed and crated so well that they are in perfect condition as those shipped by you.

Mrs. E. C. R.

Cleveland, Ohio, November 14, 1942.

The Camellia ordered last year is full of buds and is beautiful now.

M. F.

Washington, D. C., February 8, 1943.

The Camellias sent me three of four years ago have performed far beyond your catalogue claims and my expectations. We have 24 blooms or more a plant during the season, and, in my cool greenhouse, they produce far larger and better blooms than I have seen in outside gardens on the Southeast coasts.

P. M.

FOR DEFENSE



BUY
UNITED
STATES
SAVINGS
BONDS
AND
STAMPS

★ LOT 88, VARIABILIS Camellia.

An interesting historical description of this fine camellia appears on page 26, of our Catalogue No. 79.

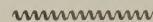
Imported from China to England about 1810, it was known by many variety names for the following 20 years.

This aristocratic immigrant from China, the store house of innumerable fine flowering plants, and the home of camellias, represents one of the finest varieties we grow.

Flowers 3½ to 4 inches in diameter, peony form, producing brilliant pink flowers, dainty blush varieties, variegated and solid rose colored blossoms on an individual plant.

Blooms from November to March.

36-42" high, 9" pot, 11 Yr. old, well branched and budded	\$12.50
42-48" high, 9" pot, 11 Yr. old, well branched and budded	15.00
48-54" high, 9" pot, 11 Yr. old, well branched and budded	17.50
54-60" high, 9" pot, 11 Yr. old, well branched and budded	20.00



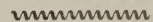
LOT 90, MRS. LUERMAN.

MRS. LUERMAN, a vivid red with irregular white variegations, imbricated form with petals diminishing in size to the center.

We can't vouch for the accuracy of this name, in spite of our finding descriptions in both old as well as contemporary catalogues. None of the descriptions are complete, or accompanied by illustration of the flower.

A vigorous growing Camellia, blooming in January and February, with brilliant colored flowers full 3 inches in diameter.

36-42" high, 9" pot, 11 Yr. old, well branched and budded	\$ 5.00
42-48" high, 9" pot, 11 Yr. old, well branched and budded	6.00
48-54" high, 10" pot, 11 Yr. old, well branched and budded	8.00



★ LOT 187, WILLIAM S. HASTIE

The true WM. S. HASTIE, has 60 to 65 petals, with minute stamens in the center. The deep velvety red flowers reach full five inches in diameter, and blooms as early as mid-December continuing until March.

This variety has been grown at Magnolia Gardens near Charleston for many years, and was known in the florist trade 60 years ago in New Jersey where it was grown under glass.

TODAY, one finds it offered under numerous variety names such as MATHOTIANA RUBRA, PURPLE DAWN, PURPLE EMPEROR, PRINCESS LOUISE, PURPLE PRINCE, COL. FIREY, and UNCLE SAM. In ordering Camellias by any of the above names, one can't be sure of receiving the true WM. S. HASTIE.

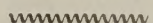
At least one nurseryman told us of having sold many plants of WM. S. HASTIE which he knew was not true to name, but as he further remarked, "the buyers don't know the difference". Today, the plants he distributed are usually referred to as the Mississippi HASTIE, which is said to be the same as COL. FIREY.

A Camellia is not just a Camellia today in the minds of a large majority of amateur floriculturists; it should have a specific name. Just leave it to us nurserymen to provide names ad infinitum, adding to the already perplexing confusion of the nomenclature of Camellias.

Perhaps few nurserymen have read or heard: "Prove all things: hold fast that which is good."

Among large flowering red Camellias, WM. S. HASTIE has blossoms of incomparable beauty.

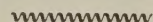
15-18" high, 4" pot, 3 Yr. old, slightly branched, no buds	\$ 3.00
24-30" high, 5" pot, 5 Yr. old, slightly branched, no buds	8.00
30-36" high, 6" pot, 6 Yr. old, slightly branched, no buds	12.00
36-42" high, 6" pot, 6 Yr. old, slightly branched, no buds	12.00
30-36" high, 7" pot, 8 Yr. old, well branched, no buds	15.00
48-54" high, 12" pot 15 Yr. old, heavy branched, well budded	75.00



★ LOT 115, Name Unknown

A single flowering Camellia sasangua, with pleasing pink tone flowers of simple elegance. Blossoms 2½ to 3 inches across, of a form reminding one of a Cherokee rose. Blooms profusely October to January. Rampant, loose growth in juvenile stage, but eventually makes a compact specimen. A fragrant Camellia for garden or conservatory, both wither hardy and easy of culture.

72-84" high, 9" pot, 12 Yr. old, thinly branched specimen, no buds	\$10.00
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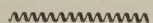


★ LOT 121, ELENA NOBILE.

Visitors from California have told us this Camellia is generally known on the Pacific coast as ELENA NOBILE. There is a striking likeness in color and form with the illustration of this variety in November 1940 issue of House & Garden magazine.

As a free blooming semi-double red, having golden anthered stamens in the center of flower, we think this is a good garden variety.

30-36" high, 12" pot, 11 Yr. old, well branched, budded	\$ 6.00
36-42" high, 12" pot, 11 Yr. old, well branched, budded	7.00



★ LOT 22, PURITY.

There is elegance in perfection of form of this snowy-white camellia, producing flowers 3½ inches in diameter and larger, from November to March. Blooms profusely under glass or in mild wintered sections of the south, as well as Atlantic and Pacific coast. A beautiful flower for corsage or hair decoration.

Full description of Camellia Purity can be found on page 26, Catalogue No. 79, entitled FLORAL GEMS FROM CHINA.

36-42" high, 7" pot, 7 Yr. old, thinly branched, budded	\$ 7.00
54-60" high, 12" pot, 13 Yr. old, well branched and budded	20.00

Haverford, Penna., Sept. 26, 1943.

The Camellias sent me last year were excellent and had almost 40 beautiful blossoms.

G. H.

Grass Valley, Calif., June 2, 1943.

Camellias received in good condition. Thanks for such nice plants. They cost me much less than Camellias I can get here. Yours are bigger and better looking.

Mrs. A. G.

Chicago, Ill., January 2, 1940.

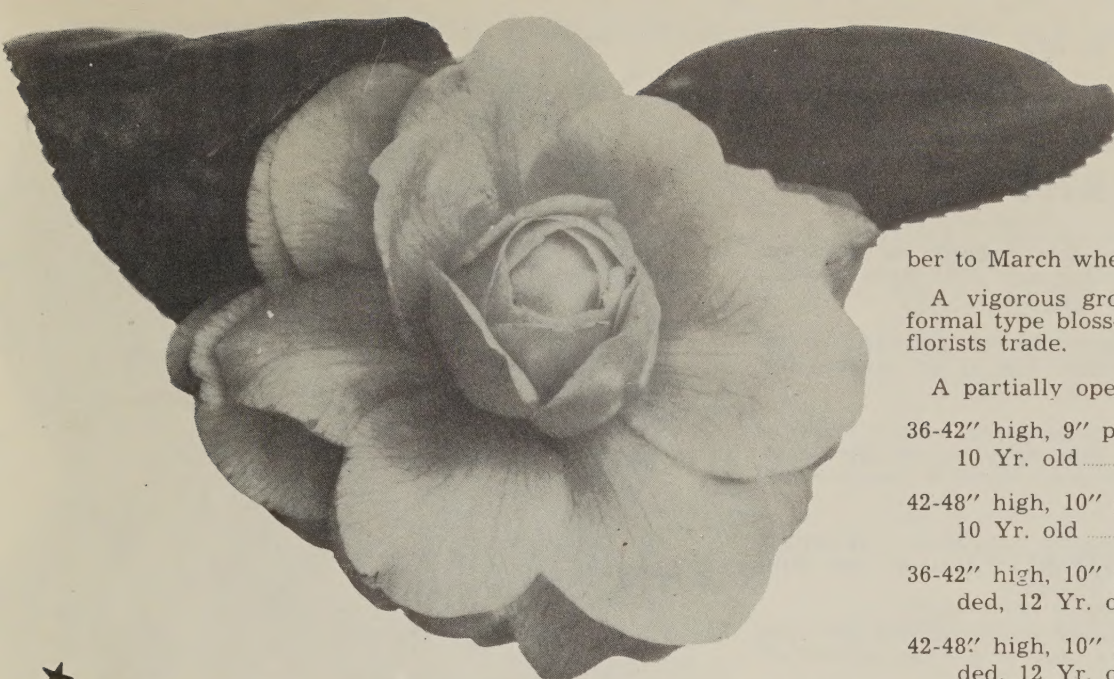
Many thanks for adding more interest and cheer to my greenhouse with LONGVIEW Camellias.

F. M. S.

Columbia, S. C., April 19, 1943.

Camellias arrived in perfect condition and I want to thank you for your selection.

H. T. S.



LOT 7, Name Unknown

Here is a true floral gem in winter flowering beauty. A full double, imbricated form, light salmon pink, occasionally showing white suffusion on a few petals.

Flowers 3 to 3½ inches in diameter, blooms naturally November to March when grown outdoors in this latitude.

A vigorous growing, profused flowering, exquisite formal type blossom. Outstanding as a cut flower for florists trade.

A partially opened bud is pictured.

36-42" high, 9" pot, well branched and budded, 10 Yr. old	\$ 10.00
42-48" high, 10" pot, well branched and budded, 10 Yr. old	12.50
36-42" high, 10" pot, heavy branched and budded, 12 Yr. old	14.00
42-48" high, 10" pot, heavy branched and budded, 12 Yr. old	15.00

★ LOT 56, NAME UNKNOWN

A magnificent almost globular form, clear pink Camellia, compactly made up of countless curved and twisted petals and petaloids.

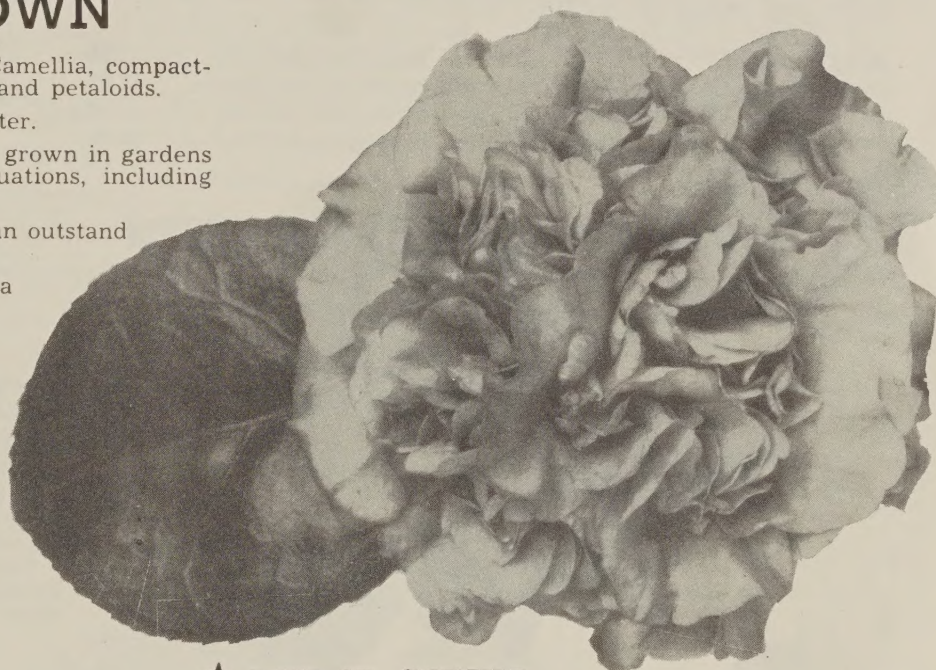
Flowers reach ultimate size of 4 inches in diameter.

Blooms from middle of November to March when grown in gardens of this section., tolerating wide temperature fluctuations, including sub-freezing, with little injury to unopened buds.

A prominent New Jersey florist considers this as an outstanding pink cut flower Camellia for the trade.

It is a distinct variety, much admired by Camellia collectors.

42-48" high, 9" pot, 12 Yr. old, branched and budded	\$ 12.50
48-54" high, 10" pot, 13 Yr. old, branched and budded	15.00
54-60" high, 10" pot, 13 Yr. old, well branched and budded	17.50
54-50" high 12" pot, 13 Yr. old, well branched and budded	20.00



★ LOT 87, SOPHIA

Brief description of SOPHIA can be found inside this price list.

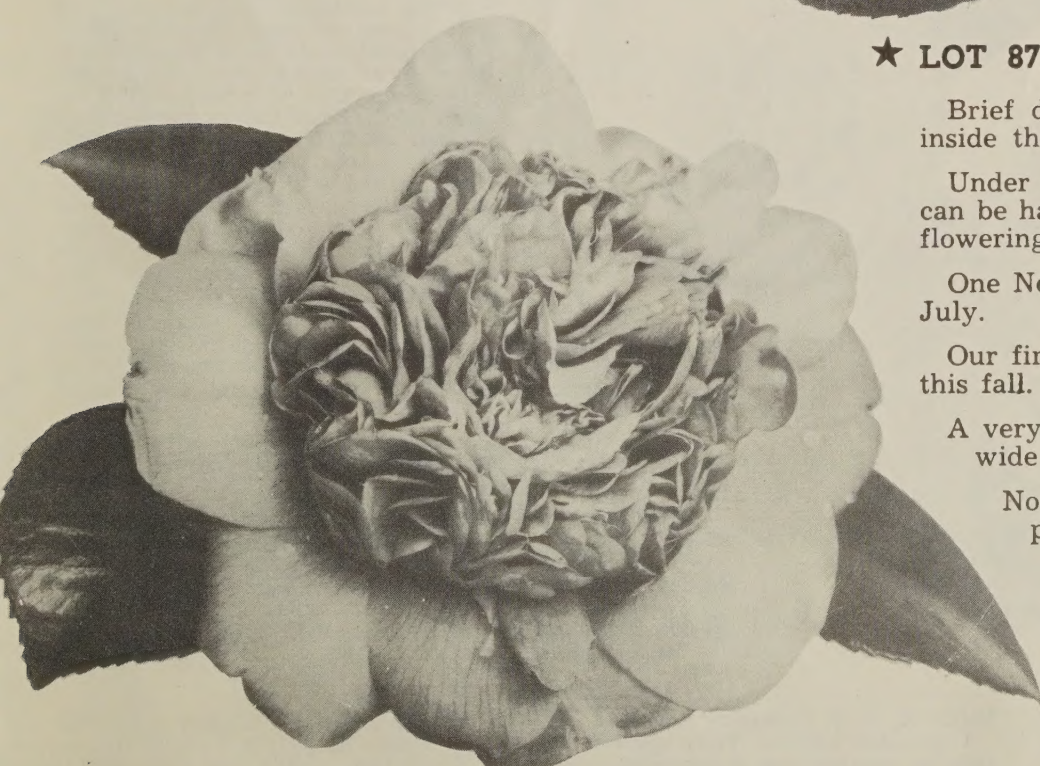
Under favorable cultural treatment, blooms can be had from October to March. Often the flowering period continues over a longer period.

One New York customer reported blooms in July.

Our first flowers opened the last of August, this fall.

A very desirable variety, because it endures wide temperature changes.

No collection of fine Camellias is complete without a true SOPHIA. See page 4, for prices.



San Bernardino, Calif., July 2, 1941.
I received from you four Camellias in perfect shape. By far the best looking plants I ever bought sight unseen.
W. E. W.

"Longview" Crichton, Ala., U. S. A



LOT 110, NAME UNKNOWN

A Louisiana Camellia connoisseur of note, brought us specimen flowers of this lovely variety back in January, 1931 from two old plants located in a Mississippi garden.

The unusual form, the color variegations of rose pink and white, large size and numerous petals, marked this as an outstanding Camellia.

A prompt visit to personally inspect the parent plants while in flower was made and we bought both specimens. A year later, they were resold and shipped to an estate near Camden, South Carolina, where they were planted.

Blossoms 4 inches and larger in diameter, varriable in structure, number of petals, color markings and form. Withstands low winter temperatures, opening buds with freedom.

We have a limited number of unusually well branched specimen plants, offered for first time in 12 years since they were propagated.

The reduced illustration on right does not reveal a typical flower or the true beauty of this fine Camellia.

36-42" high, 12" pot, 12 Yr. old, well branched, budded	\$ 12.50
42-48" high, 12" pot, 12 Yr. old, well branched, budded	15.00
48-54" high, 12" pot, 12 Yr. old, well branched, budded	17.50
54-60" high, 12" pot, 12 Yr. old, well branched, budded	20.00



★ LOT 10, CHEERFUL

Among cut flower growers of Camellias in the north, CHEERFUL is the accepted name of our Lot 10.

A truly cheerful colored, full double, imbricated brilliant pink, with petals of wax-like texture and echanting beauty.

Flowers $2\frac{3}{4}$ to $3\frac{1}{4}$ inches across. Blooms freely, December thru March, producing a heavy crop of blossoms.

From catalogue descriptions and letters received from Camellia growers in many sections of this country, there are at least four or five distinct varieties of Camellias sold under the name of CHEERFUL. Some varieties offered as CHEERFUL, are simple singles, others semi-doubles, double pink striped with white, while one is described as red, another peony form red, and to add to this confusion in variety names, a local nurseryman catalogue still another variety as CHEERFULNESS.

For corsage, hair decoration or boutonniere, this Camellia ranks as one of the best commercial varieties, because of its faultless beauty, purity and brilliancy of color, and long keeping qualities of blooms.

It is a valuable acquisition to the most select collection of finer varieties. It should not be confused with inferior varieties sold elsewhere as CHEERFUL.

Illustration of flowers on left is greatly reduced.

42-48" high, 9" pot. 10 Yr. old, well branched, well budded	\$ 12.50
48-54" high, 9" pot, 10 Yr. old, well branched, well budded	15.00
54-60" high, 9" pot, 10 Yr. old, well branched, well budded	17.50



Litchfield, Conn., January 4, 1942.
I have never seen such superb Camellias which arrived in beautiful condition.
Mrs. A. D.

BRONX, N. Y. February 8, 1943
Camellias arrived. They are beauties. My mother was in ecstasies over them.
T. C.

BRADFORD, PA. Nov. 11, 1942.
Camellia plants arrived in perfect condition and I am enjoying them immensely.
Mrs. J. W. B.

"The Nation's Headquarters" Rare and Fancy Camellias

A few established precepts will guide both amateur and connoisseurs in making a wise selection.

You will be proud of your investment in "LONGVIEW" Camellias, for they will bring lasting pleasures, adding new friendships and happiness to your life and flower loving acquaintances.

"LONGVIEW" ROBT. O. RUBEL, Jr., Prop. Camellia Specialist CRICHTON, ALA.



10M 10-11-43

CUT HERE

CUT HERE

CUT HERE



Make remittance payable to

"LONGVIEW" CRICHTON, A

Mr. _____ Date _____ 194
 Mrs. _____
 MISS _____
 Write Plainly or Print _____
 Str. R. F. D. or Box No. _____
 City _____ State _____
 POSTAL UNIT NO. * _____
 Shipping Address _____ Ship on or about _____
 If Different From Mail Address _____ R. R. _____
 Ship by: () Parcel Post () Freight () Express via _____
 Name of party signing order _____ AMT. ENCL. \$ _____
 In whose Care the Plants May be Shipped Mr. Mrs. or Miss _____
SUBSTITUTION: We never substitute varieties in filling orders without customer's permission.
 Often we are able to ship plants with more flower buds, character and larger size, without extra cost.
 If you want substitution, please state so on order.
YES OR NO _____

[illegible]

Should the Federal Government impose an Excise, Victory, War, or any other special tax on the sale of automobiles, the rates imposed by law. The penalty on sales, remittance must also be included to take care of such tax at the time of sale.

LOT 34, Name Unknown.

Illustrated on cover page of this price list.

The grace and dignity, so charmingly depicted in this variegated Camellia, is vividly expressed in this formal variety of Oriental beauty.

The brilliancy of pink with white variegations of wax-like blossoms, 3 to 3½ inches in diameter, blooming profusely from Christmas to March, makes this a desirable corsage flower.

For greenhouse or garden culture, the radiating cheerfulness and intriguing formality of this Camellia marks Lot 34 as a desirable variety.

Unfortunately, only 30 plants are available, and none will be propagated for the duration.

36-42" high, 9" pot, 12 Yr. old, heavy branched and well budded..... \$12.50
42-48" high, 9" pot, 12 Yr. old, heavy branched and well budded..... 15.00

CAMELLIA UNDERSTOCK FOR GRAFTING

Camellia collectors who wish to increase their stock by grafting, we offer both pot grown and bed grown understock at very low cost.

The pot grown plants in most cases represent good varieties that branches have been broken by falling laths in slat shed, making top grown unsymmetrical.

All plants will be cut back before shipping. Potted plants will be shipped in paper pots, properly packed to assure safe arrival at minimum cost for transportation.

PRICES ON POT GROWN UNDERSTOCK

6 Yr. old	8 Yr. old	10 Yr. old	12 Yr. old
Each \$1.00	\$1.50	\$2.00	\$2.50

Minimum order for pot grown understock 5 plant, any size combination

BED GROWN UNDERSTOCK

Exceptionally vigorous seedling understock is offered on 6 to 10 foot high plants, 10 or 15 years old, cut back to 8 inches from ground.

Shipped bare root, properly packed in damp moss.

Not less than 5 plants sold on order. No extra charge for packing.

10 Yr. old seedlings	15 Yr. old seedlings
Each, lots of 5..... \$ 2.00	Each, lots of 5..... \$ 2.50
Each, lots of 100..... 1.75	Each, lots of 100..... 2.25

YOUNG SEEDLINGS

For the first time in 10 years we are offering one year old seedling Camellias. For growing on, or as understock to be used later for grafting, they will make handsome plants.

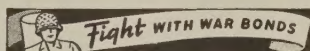
At least 5% of these seedling should produce outstanding varieties.

These plants average 3 to 7 inches high, have remarkable large root system.

Shipped bare root, packed in damp moss.

We have shipped these plants as far as Hawaii without loss.

Minimum order, 100 plants..... \$ 25.00 f.o.b. Mobile, Ala.
1000 plants..... 200.00



Uncle Sam needs your money; give till it hurts—the Axis!

Buy

U. S. WAR BONDS
AND STAMPS NOW

Keep
'Em
Flying!



FLORAL GEMS
FROM CHINA

Camellias

For People Who Enrich Life with Worthwhile Possessions

Life begins when you learn the beauty and fascination of these FLORAL GEMS FROM CHINA.

People of culture and prominence throughout the United States, who have grown Camellias, invariably assure us, "LONGVIEW" pot grown Camellias have brought them a more abundant life, new friendships, and a wealth of pleasure out of all proportion of their cost.



These plants will continue to hold your interest year after year, as they grow in size and increase in floral beauty for generations that follow.

When you have acquired your first Camellias, it is very much as though all Camellias have just been created, or if they had never existed before.

"Like the Lords mercies, they are new every morning and fresh every evening."

There is no government rationing restrictions, no priorities or allotment requirements needed to buy one plant or a car load.

There is no BLACKOUT of beauty with these joy-bringing, winter-flowering floral treasures of awe-inspiring perfection.

独壹無雙

IN CHINESE THE
ABOVE MEANS
"DEAL DIRECT"

TERMS

Being human, we prefer remittance with order. Shipments will be made on receipt of 25 percent deposit, and balance can be paid C. O. D. Remit any way suiting your convenience. War Saving Stamps, or War Bonds acceptable in part or full payment. Have War Bonds registered in name of Robt. O. Rubel, Jr. Crichton, Ala. Send either War Stamps or Bonds by registered mail.

Credit accounts not solicited. Arrangements can be made for charge accounts on orders for \$100.00 or more, after satisfactory references are furnished.

The Camellias offered in this Price-List No. 79-D, are subject to wars, fires, floods, hail, sub-freezing weather, laws, trade agreements, price regulations, strikes, sit-downs, lock-outs, wage-hour agreements, quarantines, pestilence, Robinson-Patman Acts, Federal and State regulations, State and or Victory Sales Tax, Use, Occupational, Compensation or Nuisance Tax, governmental priorities, New Deal, Raw Deal, or Square Deal regulations, and any other so called "Act of God"

"LONGVIEW" CRICHTON, ALA.



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